concerning the

Nearly all advertising is an effort to make people think well of

This Cadillac advertising is more especially an effort to report

It is our experience that no man can long remain indifferent to

We find that even those who are predisposed in favor of cars

of the highest price are far from immune to its influence.

the contagious enthusiasm of Cadillac owners.

what people already think of the Cadillac.

A Specialty : ARM INSURANCE

J. L. Lathrop & Sons, Nerwich, Cenn.



B. P. LEARNED & CO. Thames Loan & Trust Co. Building. Agency established May, 1846.

THE OFFICE OF WM. F. HILL, Real Estate and Fire Insurance, is jeested in Comers' Block, over C. M. Williams, Rosss 8, third floor. Telephone 147.

ATTORNEYS-AT-LAW

Brown & Perkins, Attemps-at-law Over First Nat. Bank, Shetucket St. Entrance stairway next to Th National Sank. Telephone 23-2.

Dominick & Dominick Tel. 901 Norwich

Frank O. Moses, Mgr.

G. EDWARD GRAFF. WM. E. GILMORE, Special.

G. EDWARD GRAFF Stocks, Bonds and Grain

Room 5, Chapman Building, 55 Broadway, Norwich, Conn. MEMBER

Consolidated Stock Exchange of New York Chicago Board of Trade. Telephone 842

C. H. GILFILLAN, Mgr. Ask for our weekly letter. It is full of useful information.

PAPKE DEFEATS LEITCH.

ACADEMY WINS AT DANIELSON 4-2

Norwich Boys Take Hard Fought Contest From Killingly High-Standish's Batting a Feature-English Shows Good Form.

St. Louis. May 2:—Confirmation of rumors that Roger Bresnalhad, catcher and manager of the St. Louis National loasupe baseball learn, wished to take over the club came uncopectedly this afternoon, when Mrs. Halena limits—dresser, and he carries his ideas to the baseball field, for he fields neatly as a way Brilton, owner of the club, testi-

The N. F. A. baseball team added another victory to the record by defeating the Killingly high school team at Danielson Thursday afternoon in an exciting and hard fought game, 4 to 2. English pitched a good, steady game for the visitors, holding his opponents to five hills. He showed that he was there in the pinches, extricating himself from swaral bad holes. Standish took the batting honors, being credited with three singles in the times up.

Kent for the Killingly team was effective throughout the game and allowed but six hits. McKay won the appliause of the grandstand by pulling

Game With Jupez McIntire's Team on Norwich University Wins at Norra. Hospital Grounds.

Norwich university baseball team took a game on Thursday from the Storm A. C., 10 to 3. This is one of spen the season Saturday afternoon the strongest teams that Storrs has with a game with Jupes McIntire's had in years, but the N. U. men were veryich nine on the hospital diamond.

Appain McOraw of the hospital has and Munizell for Norwich university,

Captain McGraw of the hospital has been putting his men through some still practice, and has them in good shape to start the season with a victory. His lineup includes the following: Chasa, Dahl, Fielding, Kirker, Palmer, McGraw, White, Widar, and Collins.

The Norwich team will be made up of E Ensiling. F. Ensiing, Murphy, Casey, Gleason, Lawler, McIntire, McCinfferty, Sheehan. BRESNAHAN HAS OFFERED

\$500,000 FOR ST. LOUIS CLUB.

Information Gathered Unexpectedly in

Court Core Conferms Russes Court Case Confirms Rumors. hast year.

FINANCIAL AND COMMERCIAL

STAGNANT MARKET.

Undertone Firm, But Speculative Interest Generally Light. New York, May 2 .- The day in the cidedly strong, but speculative interest was light, with an utter absence of participation by the public. Active report, and resumed first place in the list. The usual III-assorted speciallies were conspicuous at old moments, some advancing two, three and even four points in the course of the se-alon, but the sources from which most of them derived their branchis were too

PAPKE DEFEATS LEITCH.

Fernser Policeman's Seconds Thow Up Spange to Save Knockeut.

New York. May 2.—Billy Papke of Kawaner. III. former middeweight hampion, practically knocked out Bill Leitch, a former New York policeman, in the record round of what was achetished to be a ten round bout at the National Spanting club here to night! It was Leitch's first aght as a table. The mounted the men squared on Papke reasted Leitch to his own corner and drate; hard right swing to the Read. Leitch fell to one kness and grained the royse to escaled himself. He got up but Papke was after him, and shortly before the bell Papke again fleured him with a right swing to the Read of the spanting of the spanting state of the spanting of the sp

National League.

at any price. GEO S BRANTLEY, Charleston, S. C.

Series Ready for Microscopies and Series of the Series of

So we try to make this advertising reflect, not what we think, but what others think. With this object in view-and because we like to learn for our

As like as not they will encounter some Cadillac owner who

was formerly of the same mind; and the result is-in-

own guidance the particular motives which impel people to buy the Cadillac-we wrote a number of Cadillac

And they have disclosed to us a depth, and breadth, and earnestness, of enthusiasm, which is a revelation even to us.

WHY I BOUGHT A CADILLAC

Many men of many minds all of one mind

CORPUS .

We have published these remarkable letters in book

a certain product.

You may have a copy for the asking. Meanwhile, we shall try to tell you as modestly as may be, some of the astounding things which they report concerning what is known as "The Cadiliac Reputation."

To begin with, almost every letter compares the Cadillac to its own advantage with cars cost-

Some confess frankly that they cannot see how the Cadillac Company can maintain its present price. Practically every one of them says in effect: "If I had it to do over again, I would buy a Cadillac.

Ist. Escause all purchasers of Cadillac cars are entirely satisfied, and when buying again they invariably purchase another Cadillac.

Ind. The up-keep of the Cadillac is less than any car I have had an itemized account of, and this is the experience of myseif and others who have taken the pains to keep the expense account in detail.

And. The durability of the parts is wonderful and the defects and indifferent parts are at the lowest minimum, as each component part seems to have been made with a single purpose of durability and to withstand the wear and lear. Wear and lear. R. H. WALKER, Gonzales, Texas.

I will first say that a friend of mine, who resides in Now York, and who owned sighteen cars for his own use, advisel me to buy a Cadillac, and he found same to be the best built, and a most corviceable car, and one that can siways be depended upon to take you there when in haste.

5. HHSCH, Nashville, Tenn.

It is one of the best constructed mo-tors I have seen, for even when com-pared with others that seet 40 per cent, more, it stands up better, runs with less trouble and expense to owner. I have used nothing but imported cars until I purchased the Cadillac. GEORGE H. PRATT, Norwich, Conn.

I bought my first Cadiliae in 1802, one of the first machines you turned out, and my last in 1811. In all, I have purchased sight Cadiliaes and have at this present time two in service. Each and every machine has given me per-loct satisfaction. orto H. Falk, Milwauker, Wis.

price, it would be nare them. To make a long story short, I consider there is more money value in your car than in any other car made

THE A. C. SWAN CO.

All of them admit that they were influenced in the first place by "The Cadillac Reputation." Many of them analyze the meaning of that reputa-They say they have always looked upon the com-

pany and the car as responsible and reliable. They refer back to the dogged sturdiness of the old original Cadillac cars. They speak, again and again, of their implicit con-

fidence in the supreme standardization of Cad-Nearly every letter refers to repeated interviews with Cadillac owners and personal observations of Cadillac economy and Cadillac efficiency.

I was first attracted to the Cadiliac car by the fact that the great number of them in the bands of people who could afford higher priced cars. After consulting with quite a number of owners, I found that they have had excellent results, some of them having run their cars for four years, with the engine practically in as good condition as new. I therefore consulted a friend who has had experience with high class matchinery (and owner of two high-priced cars), and from his knowledge he advised me to buy the Cadiliac over and above any other car costing \$2.000 or less.

G. B. LONG, Lancaster, Pa.

If I were to try to recall what induced me to buy a Cadillac, I should
probably find has it was, first, the invariable good report which every
owner of a Cadillac, including two or
three of my classest friends, gave of it;
and, second, the impression created on
my mind by your advertisements about
standardization and the accuracy used
in making the parts.

JESSE ANDREWS, Houston, Texas.

Because you get more for your money than from any other car on the market. The real difference between a Cadillac and the leading high-priced cars is one of quantity.

J. F. M'KITRICK, M. D.,

Des Molnes, Iowa.

"No one spoke ill of it-every one spoke will of it"-1st. Because an expert ongineer who is familiar with your motor said it was the best make in the country for the the best hardy price.

Ind. Because the actual H. P. seems to be considerably higher than your claims.

Ful. Because some of my friends had used the Cadillac for several years without any serious motor trouble.

J. M. LANG, Savannah, Ga.

I made inquiry of all the people of experience with whom I was in reasonably convenient touch, many of whom were experts, and I also rode in a large number of machines of different kinds and makes. In the course of my inquiries, I either discussed or saw most of the prominent cars which are regarded as standard in the market. In my discussions of these machines I noticed that, while many of them were fairly satisfactory, that exarcely one of them failed to receive one knock at least in one or more particulars. The Cadillac alone was an exception to this role. JOSEPH D. BRENNAN, Wilkesbarre, Pa.

Other cars are of course sold here, but none of them compare with the Cadillac. The strongest point in caroof the Cadillac is the fact that every Cadillac where is a Cadillac bosser. I have not heard of a single instance where an owner was not ratisfied with nis car. E. K. FARMER, by L. L. Dickerson, Fitzgerald, Ga.

Touring Car \$1,800 Four Passenger Phaeton \$1,800 Four Passenger Torpedo \$1,900 Two Passenger Roadster \$1,800 Seven Passenger Limousine \$3,250

Prices F. O. B. Detroit, including standard equipment.

that is the consensus of this impressive and intensely interesting symposium,

We do not care to quote at length from this most gratifying testimonial of appreciation. It is too intimate, too fine, too much a matter of per-sonal pride with us, for public discussion.

But we do want you to read the letters-in your own

home for your own enlightenment. We do want to maintain and extend the splendid esteem in which the Cadillac is held.

And we want you to share that esteem, no matter what car you drive, So we quote, excerpts from a few of the letters. And

we invite you to ask any Cadillac dealer for the book itself, or write to us,

I have bought three Cadillac autos. I think they are the best car in the market for the money and equal to any 32,990 car. They are handsome in appearance, will take you any piace any other car will go.

I have run my cars over the mountains thousands of miles without having any trouble. They are easy to manage and run as smooth as a clock, I would not have any other car. While I could buy a high-priced car if I wished, I could not say anything too good of the Cadillace. CHAS, H MATERIE, Johnstown, Pa.

Because I think it the best built car in the market. I had two cars very on the market. I had two cars very much higher in price that were a con-tinual source of trouble and expense for up-keep.

I have now had three of your cars and every one of them has been what you claimed for them.

GEO. J. SCHADE, Sandasky, Ohio.

The reason why I bought a Cadillac a because you offer more value in solor car for the money expended than any other company I know of.

The Cadillac goes farther, runs smoother, looks better, and costs less for running expenses than do the cars of my neighbors of other makes.

H. D. ARDREY, Dallas, Tex.

Because I observed that the Cadillac JOHN W. MALPINE, Mobile, Ala.

Because I have already owned five appointed me. A. T. H., Milwankse, Wis,

Because I never heard of a Cadillac going wrong, and there are 150 Cadil-inc faus in town. W. I. WALLACE, Waterloo, Iows.

NORWICH, CONN.

was the aggressor from the start. HARNESS HORSE NOTES. "Files for Walgins in the Source of Commerce entries, is a bronchoof unknown breeding, standing 14.2 hands and weighing 750 pounds. He was bought out of a heart format.

BASEBALL GAMES THURSDAY.

At Springfield—Springfield 6, New British 5, veries lamings.
At Hardford New Haven 2, Hartford 2, At Hardfords—Bridgeford 2, Hadrone 3. CONNECTIOUT LEAGUE STANDING.

At Now Redford—New Redford I. Lawrence 2. At Haverhill—Haverhill 8. Resektes 2. At Lowell Lowell 18. Warenster 8. At Fall Hires—Fall River 6, 1450n 5. College Games. At Cambridge, Mass. - Harvard 4, Rowdoln 0,

Sachems to Piay Yannigans.

On the Fails diamond Sunday afternoon a close game is counted when the Sachems line up against the Yannigans, composed of the old Stars of the Fails, in heding Walter Brown, Borsy Rame, Rob Scillivan, Eddie Ensiling, Miles Chifford, Louis Ensiling, Solm Maintyre, John Salivan and Henry Ensiling. The game will be called at I resort.

The Sachems into a Salivan and Henry Ensiling. The game will be called at I resort.

The Bancais into a Manager Heavy Maindy, state that they accept the challenge of the All Stars, the game to be pizzed May 12th on the Fails diamond.

Owen Wilson of the Pirates is slamming the ball harder this year than ming the ball harder this year than he did last, and that is going some. The chief is developing a choppy swing, he is choking the bat, and is getting much better results. His field-ing is as good as ever it was; in fact, the greatest hit of work yet impred in so far was his sensational one-hand spear of a hard hit ball to deep center field.

PLANTENS of BLACK.

CAPSULES

PLANTENS of BLACK.

CAPSULES

REMED FOR M. The

Williams Knocked Out Ketchel.

E. W. Henks has opened five more early closing classes for his mid-summer meeting at Augusta, Me. The 2.05 pacers and 2.15 trotters are each offered \$2,000, the 2.15 pacers and 3 year old trotters \$1,000 each and the

The American Trutting association will not, after all lose its members in the Indiana hopple belt by its recent action in refusal to repeal the rule barring the straps. At a meeting of the Southesstern Indiana circuit a few days ago the members voted unant-mounty to retain members voted unantmousty to retain membership in the A.

George M. Stevens of Lancaster, N. H., has sold the 5 year old stallion Baron Forrest 2.27, to a syndicate of northern New Hampshire and Vermont men. Baron Forrest was bred by Stevens and obtained his record when a 2 year old. He is by General Forrest, 2.08, out of Baron's Lassie by Baron Wilkes, 2d dam Hecuba by Brinceps. He will go into Harry Harding's stable at Barton, Vt., and should be a very useful trotter over the half mile tracks, as she has worked the Lexington, Ky., course in 2.09.

the Lexington, Ky., course in 3.09. Owen Wilson of the Pirates is slam-

